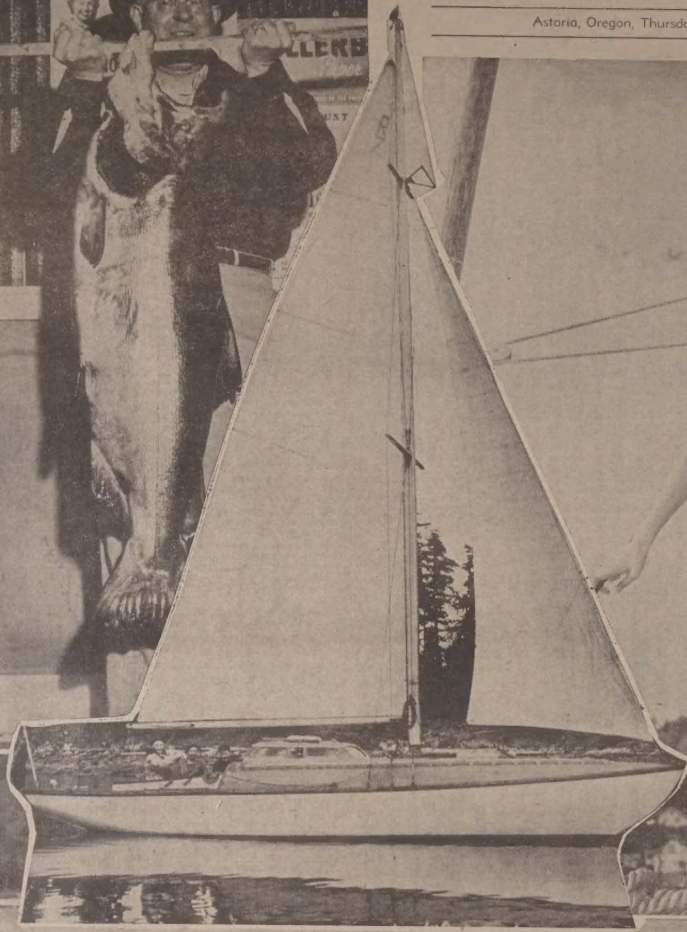
Astorian Evening Budget

31st Annual Astoria Regatta Supplement

Astoria, Oregon, Thursday, August 28, 1952



# Astoria Football Club of 1894 Was First Sponsor of Regatta

**FIRST REGATTA SPONSORS**—Here are members of the Astoria Football club, first sponsors of the Astoria Regatta at its foundation in 1894. Third from left in top row is Frank Gunn, club secretary, who is declared in the accompanying article to be originator of the idea of a Regatta. The declaration is made by Frank Spittle, who appears third from left in front row. The back row, from left, includes W. W. Ridehalgh, George Smith, Gunn, John Rathom, Harry Bell, Will Tallant. Front row Charles Addis, Jack Astbury, Spittle, Bob Gibson, Arthur Bartholomy, Charles Higgins.

The Astoria Regatta, being celebrated again this year after an 11-year lapse, has a history dating back to 1894.

The organization that first sponsored the event was the old Astoria Football club and, according to the sole surviving member who still lives here, the idea was provided by Secretary Frank M. Gunn of that organization.

Frank Spittle, Astoria attorney, was an AFC member and was present at the discussion in the old Occident hotel which led to establishment of the first Regatta.

Spittle said that the AFC was composed largely of former Britishers, of whom a good many lived in Astoria at the time and of whom he himself was one.

**From Australia**

Gunn had come originally from Australia, where sailboat racing was—and still is—an extremely popular sport.

"We had our headquarters at the Occident hotel," Spittle recalled today. "One morning Gunn and I were talking there and in came E. J. Smith, city editor of the Morning Astorian.

"We were discussing this and that and Gunn made the remark: 'Why don't we have a Regatta?'

"We talked the idea over. Smith suggested that the Astoria Football club take up the sponsorship of the event and promised to publicize the plan in the Astoria."

That, according to Spittle, was how the Regatta got its start. Smith ran a long story in the next morning's paper and the AFC got busy with the sponsorship.

"Smith is generally given the credit for starting the Regatta," Spittle said, "but actually Frank Gunn was the man who thought it up. There were just the three of us present at that conversation and I remember it well."

**Cups For Prizes**

Spittle recalls that the Astoria Football club persuaded rowing clubs from Portland, Vancouver, B. C., and Victoria to send eight-oared shells.

"We gave cups as prizes," he said. "It seems to me we raised the money among the merchants."

The early Regattas had fishboat races and plunger races as their principal events.

Plungers were the sloops and schooners used to carry fish from the stations to the canneries—the forerunners of the cannery launches of today.

They were fast-sailing and handsome craft, Spittle recalled. Plungers came from Grays Harbor, Shoelwater bay—now Willapa bay—Cathlamet and other upriver points to race against the Astoria plungers.

**Used Regular Mainsail**

Fish boats of those days were, of course, sailing craft—rigged with mainsail and studdingsail.

"William Tallant was one of our greatest sportsmen in the AFC," Spittle recalled. He rigged a fishboat with a mainsail twice as big as the regular size, and used a regular mainsail as a studdingsail. The centerboard couldn't stand the strain of this extra sail, so he rigged a leeboard and put two men on it to hold it down. I remember that one of the suckers who rode that leeboard was an individual named Frank Spittle."

Spittle said he believes the first Regatta grandstand was on the old Flavel dock. Later the OWR&N railway dock was used—the same dock whose destruction by fire in 1941 created the hiatus in annual Regattas which is being ended by this year's revival.

**Wearing School Tie**

Spittle claims for himself the credit of establishing the original Regatta colors of blue and white.

"I was wearing my old school tie of those colors and suggested their adoption. This was done," he said.

A copy of the program of the sixth annual Regatta held in 1899, and now owned by Sverre Halsan, present Regatta association treasurer, throws additional light on the history of the first Regattas.

"For a number of years prior to the first annual Regatta it was customary among the owners of Whitehall boats and also among the fishing craft to engage in racing in somewhat of a desultory manner in order that the alleged superiority of particular boats might be ascertained," says the 1899 program.

"Old timers will remember the enthusiasm aroused by a Whitehall race, the sail spread of which could put to shame a modern cup defender. The course covered formerly was much greater in extent than at present, extending as far west as Sand island and was covered but once. The eagerness displayed by enthusiasts on the old Flavel wharf, when the boats were on the home stretch, demonstrated the intense rivalry that existed at the time. Such contests made up the early efforts toward using the beautiful expanse of water stretching away in front of Astoria, but no determined attempt was made to formulate any plan which would result in bringing together the boat owners in this vicinity in an annual meeting on the water until 1894."

**First To Start It**

The program gives the credit to City Editor E. J. Smith for originating the Regatta—a claim that Spittle denies in favor of Secretary Gunn of the AFC.

But the program confirms that Gunn was hand-in-hand with Smith getting the AFC directors to adopt the idea of a Regatta, and that the AFC was the first organization to take it up.

**LONG DRAGON**—The Chinese dragon parade above was from the 1896 Regatta. The dragon was almost a block long, and was carried through the downtown dirt roads of Astoria. Picture was taken by Alfred S. Tee.

**FIRST CORONATION**—This impressive ceremony marked the coronation of the first Regatta queen ever chosen, Mrs. W. G. Gosslin, who ruled over the festival in 1897. There had been Regattas the three preceding years, but 1897 was the first year a queen was chosen.

**QUEEN IN 1900**—One of the early queens of the Astoria Regatta was Miss Louise Tallant, who reigned over the 7th annual Astoria water festival in 1900, the turn of the century year.

**THIRD QUEEN**—Miss Sue Elmore was the third Regatta queen and ruled the annual event in 1899. It was the sixth annual Astoria Regatta.

"While the first annual Regatta was in every way a success, it was realized by the members of the Football club and the citizens generally that the aim of all should be to enlarge and make the carnival not an Astoria affair, but a carnival in which the whole state would have an interest, and as a national result the plans of the second annual Regatta were laid accordingly and the event was more extensively advertised.

"The Regatta this year, 1895, as primarily, was held under the auspices of the Football club and was a signal success, which was largely due to the executive committee of that year of which F. P. Kendall was chairman.

**Decided On Queen**

"With 1896 came still greater success and a number of new features were added. The State Firemen's association held its annual tournament during the Regatta and the Oregon Press association was present in annual session.

"In 1897 the committee originating new features decided to have a Regatta queen and Mrs. William G. Gosslin, popular young society lady of Astoria, was chosen by the committee to reign over the festivities, and the increased luster which this charming feature gave to the '97 carnival will ever be remembered by all in attendance.

"During this year the extremely interesting method of choosing the queen by popular vote was introduced as a feature of the Regatta, the election resulting in Mrs. S. Normile, a charming and popular young matron, being chosen."

31st Annual

# ASTORIA REGATTA

## Program of Events

**THURSDAY, AUGUST 28**

Arrival of Admiral Edgar Smith

1:30 P.M.—Rendezvous of boats with Admiral. Tongue Point

Marine Parade of Yachts by Astoria Waterfront, ending at the East End Marine Pavilion.

4:30 P.M.—Admiral's Reception. John Jacob Astor Hotel

7:30 P.M.—Grand Parade. Starting at Court House, Ending at Gyro Field

8:00 P.M.—Pre-Coronation Drum Corps Exhibition. Championship Hillsboro American Legion Drum Corps and Astoria American Legion Drum Corps Gyro Field

8:30 P.M.—Coronation of Queen Lydia. Gyro Field

9:45 P.M.—Official Opening of Pirates Den and Queen's Ball. Astoria Armory

**FRIDAY, AUGUST 29**

10:00 A.M.—Official Opening of Marine Pavilion.

10:00 A.M.-12 Noon—Marine Events.
Oregon Outboard Association Hydroplane Races.
Skiquatic Follies.
East End Marine Basin

10:00 A.M.—Sailboat Races. Youngs River Beacon to Tongue Point (Buoy 43) and Return

12 Noon-2:00 A.M.—Ladies' Luncheon Honoring Queen Lydia and Court. John Jacob Astor Hotel

2:00 P.M.-4 P.M.—Marine Events.
Oregon Outboard Association Hydroplane Races.
Skiquatic Follies.
East End Marine Basin

9:45 P.M.—Admiral's Ball.... Johnny Reitz Orchestra Pirates Den .....Astoria Armory Presentation of Sailing Trophies.

**SATURDAY, AUGUST 30**

10:00 A.M.-12 Noon—Marine Events.
Oregon Outboard Association Hydroplane Races.
Skiquatic Follies.
East End Marine Basin

2:00 P.M.-4 P.M.—Marine Events.
Oregon Outboard Association Hydroplane Races.
Skiquatic Follies.
East End Marine Basin

1:00 P.M.-2:00 P.M.—Columbia River Gillnet Boat Races.
East End Marine Basin

6:00 P.M.-7:00 P.M.—Weigh-In Finals of First Day of Astoria Salmon Derby.
East End Marine Basin

8:00 P.M.-8:30 P.M.—Marine Events.
Skiquatic Follies.

8:30-10:00 P.M.—Illuminated Night Marine Parade.
East End Marine Pavilion

10:00 P.M.—Square Dance Jamboree.
Pirates Den .....Astoria Armory

**FLOATS ABUILDING**— Wire, pipe and plywood provide the framework for floats for Saturday night's spectacular marine parade as the Dean company of Portland puts the foundations together at pier 3 for what will become beautifully decorated marine floats.

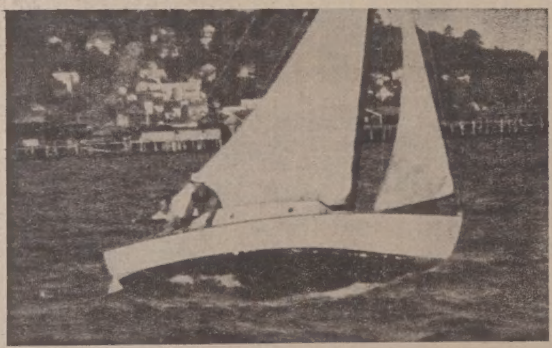
**DECKS LINED**—A steamship with Regatta spectators lining the decks was the subject of this early photograph by Alfred S. Tee, from the collection of his wife, Mrs. Catherine Tee. Note the Indian canoes on the right as they approach the ship.

**BIG SAILBOATS IN REGATTA**—Sailboat races were a part of the 1890's Regattas. Families took to the rowboat to watch the races, adding a colorful touch to Astoria's past. The picture was taken by Alfred S. Tee.

**BOATS LINED RIVER**—Boats of all types lined he river for the boat races and Regatta ceremonies. Above are examples of the old-fashioned sailing ships on the right, the small sailboats are commercial fishing boats. Larger sail boats are pleasure crafts. On the left is a modern steamboat. Picture is from the Mrs. Catherine Tee collection.

**STERN WHEEL CONTRAST** — The stern-wheeler Oklahoma is shown here in contrast to the sailing ships anchored nearby. Early-day Regattas had colorful ships of all types. The picture was taken by Alfred S. Tee, and dates back to about the 1896 Regatta.

**TYPE OF FLOAT**—Handsome, gaily decorated floats much like this one—except that they will be built on boats rather than on vehicles—will appear in the official Regatta marine parade Saturday night. This float was built by Dean Displays company, Portland, which is making the Regatta floats also.



**SAILBOAT EXCITEMENT**—A brisk wind and choppy water toss this little sailboat almost out of the river as it tries for its utmost speed in a sailboat race held in a previous Regatta of several years ago. (A-B Photo)

*After the Regatta...*

"Pat and Mike' sez: "Come an down and see us. We may not be nautical, but we do have loads of fun . . . in fact, the fun starts as late as 10:15, so batten down the hatches and come a sailin' to

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**THE DRIFT DRIVE-IN**

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Come in after the Regatta . . . see for yourself why we've got such a widespread reputation for good things to eat and drink.

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## Astoria REGATTA

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Annual Salmon Derby

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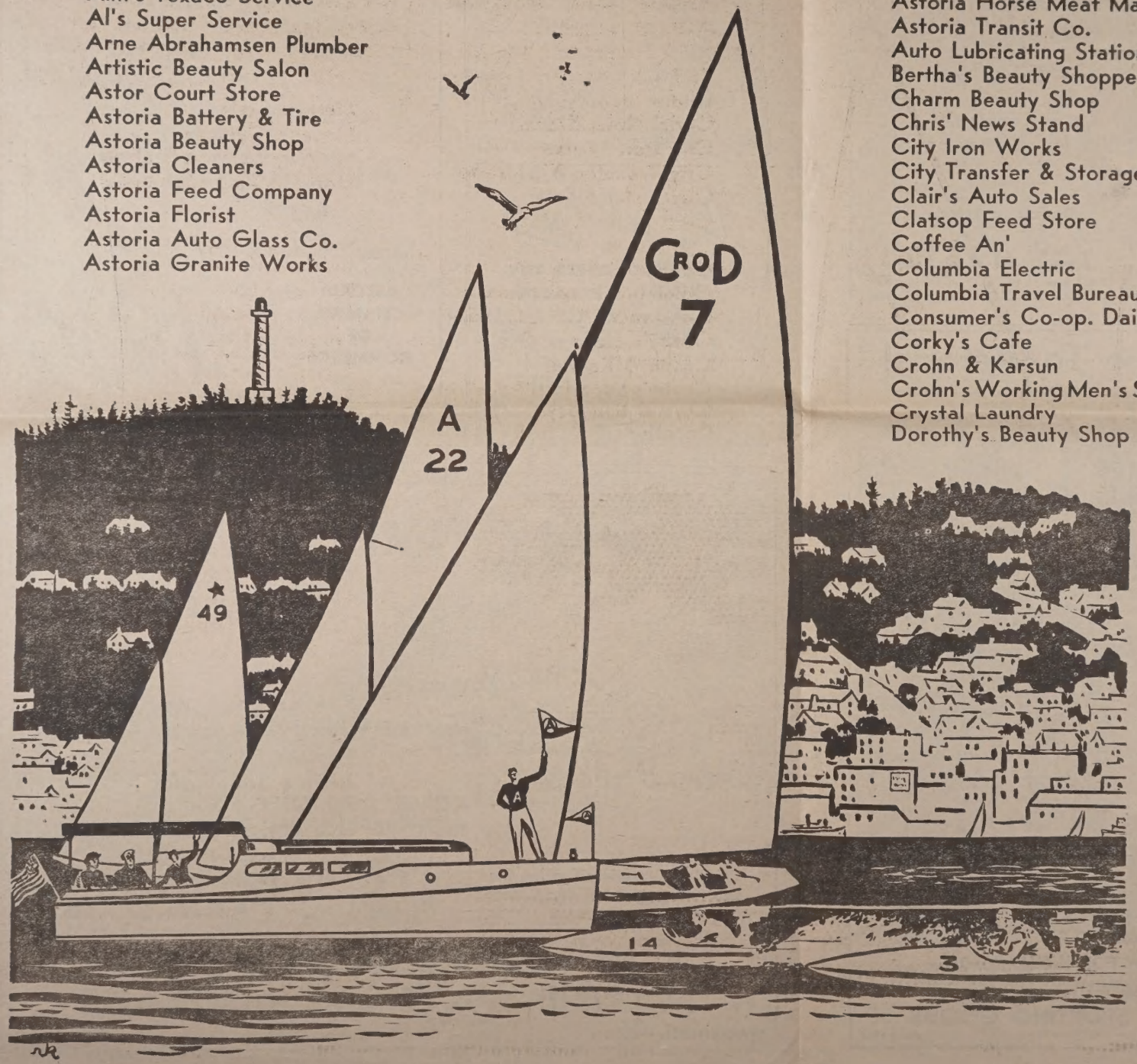


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The Glass Shop
The Handcrafter's
Uppertown Beauty Shop
Van Dusen Beverages
Westley & Westman
Union Service Station

**CROWNING QUEEN IN 1899**—When Queen Sue Elmore was crowned at the sixth annual Regatta in 1899, there was a bevy of ladies-in-waiting, or princesses as we call them today. Among those in attendance were Misses Katie Flavel, Nan Reed, Olga Heilborn, Polly McKean, Susie Stott, Louise Tallant, Grace Short, Reba Hobson, Elizabeth Lucas, Ethel Hughes, Alice Gibson. There was also a group of younger royalty, designated as maids of honor, and including Misses Alice Wood, Gussie Gray, Zetta Smith, Daisy Stockton, Margaret Higgins, Laura Fox, Gene Lewis, Maude Stockton, Frances Holden and Grace Fox.


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AND

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IN

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1952 REGATTA and SALMON DERBY

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12th and Commercial — Astoria, Ore.



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EAT CHICKEN

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3 P.M. — Fisherman's Lunch . . . ½ CHICKEN and SALAD IN A BOX TO GO — $1.10 — 3:30 A.M.

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**WATER ACROBATS**—Don Ibsen's Ski-Quatic Follies from Lake Washington, Seattle. This group of young men and women, who are semi-professional aquatic performers, take part in most of the major Northwest water carnivals. Their performances here will include two daily shows, August 29 and 30 and a night performance preceding the illuminated night marine parade at the East end marine pavilion.


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WELCOME to the
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FINE MEN'S WEAR
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Welcome
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JACK POT PRIZE
Includes All Funds Left After Expenses
DAILY PRIZES 1st PRIZE ..... $75.00
2nd PRIZE ..... $25.00
Weigh-In Stations at Warrenton, Astoria and Chinook
THIS SPACE COURTESY
WARRENTON CHAMBER OF COMMERCE

**CORONATION POMP**—Royal robes and admirals' uniforms are much in evidence at the pageantry of a Regatta coronation. This scene from a past Regatta will be closely duplicated on Gyro field tonight.

**GYROS WIN TROPHY**—The Gyro club won the Regatta associations trophy for the organization doing the best job of selling Regatta-Salmon Derby booster buttons and tickets for this year's festival. Jack Hayes, left, Gyro president, accepts the trophy from Regatta Treasurer Sverre Halsan.

**BIG ONE COMES ABOARD**—This is just a typical salmon derby scene—duplicated hundreds of times every day on the Columbia during Derby time.

**BUSY RIVER**—The sun sinks in the west, but die-hard salmon anglers are still trying for the elusive Chinooks, as this salmon derby scene from past years indicates.

## Regatta Queens Since 1897 Are Listed by Years

1894—95-96—No Regatta Queen elected.
1897—Mrs. W. G. Josslin.
1898—Mrs. S. Normile.
1899—Sue Elmore.
1900—Louise Tallant.
1901—Ivy Barker.
1902—No Regatta.
1903—Frances Thomas.
1904—Mrs. Charles L. Houston.
1905—Mrs. Laura Seafeldt Malar.
1906—Esther Anderson.
1907—Harriet Tallant.
1908—Hattie Wise.
1909—No Regatta.
1910—No Queen.
1911—Gertrude Upshur.
1912—No Queen.
1913—Mrs. Charles H. Callender.
1914—Mrs. Aili Forstrom.
1915—Mrs. Lynne Roman.
1916—Muriel Sailing.
1917—1931—No Regatta.
1932—Marie Simmons.
1933—Eleanor Norblad.
1934—Josephine Waffle.
1935—Peggy Chessman.
1936—Nancy Fulton.
1937—Jean Mannula.
1938—Jane Lagassee.
1939—Frances Ann Mott.
1940—Jeane Pauling.
1941—Anna Halderman.
1942—1951—No Regatta.
1952—Lydia Dorn.

## Fourteen Numbers Feature Skiquatic Regatta Program

Fourteen big numbers are on the program to be given by the Ski-Quatic Follies organization for the Regatta program Friday and Saturday at the Regatta headquarters, east end mooring basin.

The program follows: girls' precision skiing, clowns precision skiing, girls' pyramid, bar carry, backward skiing and backward swan, girls' solo jumping, men's high jumping, clowns' jumping, water ballet, jump turn-a-round, Two Hi's, water turn-a-round, table top and "The End."

## Blonde Marcelaine Singer for Band

There are a lot of adjectives to describe Marcelaine, vocalist with the Johnny Reitz archestra to be at the Pirates den Thursday and Friday. She's tall, blonde, has blue eyes, and a voice with a knack. Things like "friendly, "poised," "likeable," "chic," "gorgeous voice," and "peachy figure," have been filled in by the people who have seen and heard her sing.

Marcelaine's experience is varied. She's worked in radio, clubs, and now with Johnny and the orchestra. Johnny's own special arrangements for her draw applause consistently. She has fun singing for people and does it so well that northwesterners can really be proud of her talent.

TO THE REGATTA

Visitors to the Regatta will find a hearty welcome and old-fashioned hospitality at this delightful "Home Away from Home" for discriminating folk. Charming, spacious rooms, friendly service, reasonable rates.

ELLIOTT HOTEL

Register Here for the Salmon Derby

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SALMON DERBY GROTTO

in the John Jacob Astor Hotel

**UP SHE GOES**—This sort of exciting water acrobatics is offered for the Astoria Regatta visitors Friday and Saturday, as the [illegible] on water skis hoists his partner to his shoulders and both go zooming through the water.

## Reitz Band Has Large Following

The Johnny Reitz orchestra, in the short time of a year, has developed a following among dancers from the Canadian border into California. It will play at the Pirates den Thursday and Friday nights.

Johnny is not new to the dance orchestra business. His practical experience began in the midwest. At 16, he traveled with road bands, often at the expense of his high school studies. In 1941 he moved to Oregon with his family and a year later enrolled in the University of Oregon's music department.

His plans for college were postponed by World War II. After three and a half years in the army he returned to school at Lewis and Clark college, then to the University of Southern California and the Universityy of Washington for graduate work. Three years later, with a master of arts degree in music, he set to work organizing a band to play the arrangements he had written during the campus years.

Johnny's band is, first of all, danceable. Vocals are handled by the blonde and attractive Marcelaine.


Regatta visitors
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We Hope Your Visit Here Is a Pleasant One!

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Attention Derby Fishermen! Make us your headquarters for Sun Goggles, Sunburn Lotions and Creams, Thermos Jugs, First Aid Kits, etc.

Steinbock's Pharmacy

Corner 11th and Commercial Astoria, Ore.

**SPRAYETTES**—Five lovelies, members of the Ski-Quatic Follies troupe which is scheduled to appear in the Astoria Regatta, are pictured kicking up a spray on their native Lake Washington, Seattle.

**REGATTA BRASS**—Meeting several times a week since the first of the year in their efforts to revive the regatta have been the members of the board of directors of the 31st annual Astoria Regatta. Members shown here (l to r front) are: A. M. Dunlop, Regatta manager; Burnby Bell, coordinator of events; Walter Lofgren, secretary; E. T. Edison, housing chairman; Ellsworth Thiel, Pirates Den chairman; Ed Niemi, fishboat race chairman; Robert Hawkins, night marine parade chairman; Robert Chessman, Regatta association president. Back row (from left): Sverre Halsan, Regatta association treasurer; Stuart Gryzeie, Salmon Derby chairman; John Verschueren, royal court chairman. Not pictured are Axel Englund, marine event chairman; Peter Cosovich, distinguished guests chairman; Mrs. Claude Swingle, ladies activities chairman; and Bill Hearn, king of the Royal Chinooks. (A-B Photo)